

EASTERN STATES RADIO CORPORATION
Columbus 16, Ohio

November 13th, 1953

Dear Station Manager:

The American Tobacco Company plans to record new commercials for use on the college radio Lucky Strike programs, to begin just after Christmas.

Again, as last year, Lucky Strike feels that particular stations participating in the Luckies series should be given the opportunity to offer their suggestions about the type of commercials to be used, and the personalities who will present them. This year, as in 1952-3, the comments of each and every Luckies program station are solicited.

The revised Lucky Strike commercials put into use last Spring quite definitely reflected the many helpful, critical comments sent in by various station managers, whose ideas were used as the copywriters' guide. Lucky Strike is looking forward to receiving equally frank, constructive suggestions now.

Won't you please sit down right now and write us a letter - just a short note will do - telling us:

- 1) How the present Luckies commercials are received by the students
- 2) Any suggestions you have to improve them
- 3) Whom you would hire to deliver the transcribed announcements if that were up to you personally

Of course, the majority opinion will rule, so don't feel that if some particular suggestion of yours isn't adopted, the sponsor doesn't like your idea: it may just be that more stations have suggested something different.

In order to get the new commercials prepared in time for use right after Christmas, it's absolutely essential that we have your comments within ten days - so, PLEASE, won't you do it today?

Your prompt reply will help show Luckies your appreciation for their support of your United Press news service.

Note: please confine this note to the above material exclusively - deal with other matters (such as other contracts, broadcast reports, etc.) in a separate letter, as these will go directly to the American Tobacco Company.

Thanks very much for your cooperation.

Sincerely yours,
EASTERN STATES RADIO CORPORATION

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